



**“A STUDY ON CUSTOMER SATISFACTION
TOWARDS SERVICES PROVIDED BY MITI SABAH
BRANCH”**

**ROSLINA BINTI MAPPAHLI
2004668234**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU**

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TABLE OF CONTENTS

ITEMS	PAGE
ACKNOWLEDGE	iv
LIST OF TABLES	v
LIST OF FIGURES	vii
LIST OF ABBREVIATION	viii
LIST OF DEFINITION OF TERMS	ix
ABSTRACT	x
CHAPTER 1	
1.0 INTRODUCTION	
1.1 BACKGROUND OF STUDY	1
1.2 PROBLEM STATEMENT	3
1.3 THEORETICAL FRAMEWORK	4
1.4 OBJECTIVE	5
1.5 SIGNIFICANCE OF STUDY	6
1.6 RESEARCH QUESTION	8
1.7 LIMITATIONS OF STUDY	9
1.8 DEFINITION OF TERMS	11
CHAPTER 2	
2.0 LITERATURE REVIEW	
2.1 ABOUT MITI	19
2.1.1 History Of MITI	
2.1.2 Mission, Vision And Objective	
2.1.3 MITI's Branches	
2.1.4 MITI Agencies	
2.1.5 Trade Facilities	

2.1.6 Items Of Products

2.2 CUSTOMER SATISFACTION	30
2.3 MANAGING CUSTOMER SATISFACTION	31
2.4 TOTAL CUSTOMER SATISFACTION	32
2.5 TOTAL QUALITY MANAGEMENT	33
2.6 GO FOR QUALITY NOT QUANTITY	33
2.7 SERVICE QUALITY	34
2.8 SERVICE QUALITY IMPROVEMENT	35
2.9 ISSUES	38
2.9.1 Free Trade Agreements	
2.9.2 Two Wood – Based Companies Win Industry Excellence Award	
2.9.3 Global Counterfeiting Threat International Congress Addresses Global Counterfeiting Threat, Public – Private Sector Action Needed To Combat Growing Crime.	
2.9.4 Final Determination Of Anti-Dumping	
2.9.5 Implementation Of Agreement On The Early Harvest Programmer for the Free Trade Area between Malaysia and Pakistan	

CHAPTER 3

3.0 RESEARCH METHODOLOGY	47
3.1 DATA COLLECTION	47
3.1.1 Primary Data	
3.1.2 Secondary Data	
3.2 SAMPLING DESIGN	49
3.3 DATA ANALYSIS	51

CHAPTER 4

4.0 DATA FINDINGS	53
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CHAPTER 5

5.0 DATA ANALYSIS	74
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CHAPTER 6

6.0 CONCLUSION	82
-----------------------	-----------

CHAPTER 7

7.0 RECOMMENDATIONS	84
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8.0 REFERENCES	87
-----------------------	-----------

9.0 APPENDICES

9.1 APPENDIX I – Questionnaire	90
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9.2 APPENDIX II – Maps And Samples Of Products	93
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9.3 APPENDIX III – Actual Literature Reviews	102
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ABSTRACT

MITI stand for Ministry of International Trade and Industry Malaysia. It is government sector, where by responsible in economic sector. MITI's customers are exporter and importer, which all of them dealing with MITI to trade their product to foreign countries. Descriptive Study based on the survey of MITI's customer, about their level of satisfaction towards the services provided by MITI. Its main objectives are to find out the level of services performed. Secondly, to see if the MITI service can fulfill the customer needs and lastly, to know which services needed to be improved.

Statistical Package of Social Science (SPSS) software was used to produce the intended result at findings of the study. A sample size of 150 respondents chosen via judgmental sampling was fundamental in generating the required inputs. The study has discovered that most of customers are satisfied with MITI's services. All the objectives of the research were answered; few recommendation and suggestion are also put forward to improve the present customer service and any related factors for the maximization of customer satisfaction.